



MINUTES

**SPECIAL CALLED TOURISM BOARD MEETING
BUDGET WORKSHOP
CEDAR PARK CITY HALL – MULTI PURPOSE ROOM
450 CYPRESS CREEK ROAD, BUILDING THREE
WEDNESDAY JULY 15, 2015 AT 6:30 PM**

BOARD MEMBERS

- | | |
|---|---|
| <input checked="" type="checkbox"/> Matthew Olguin, Place Two, Chair | |
| <input type="checkbox"/> Robert Schoen, Place One | <input type="checkbox"/> Wayne Brooks, Place Four |
| <input checked="" type="checkbox"/> Kristyne Bollier, Place Seven | <input checked="" type="checkbox"/> Erin Miller Place Five |
| <input checked="" type="checkbox"/> Lisa Star, Place Three, Secretary | <input checked="" type="checkbox"/> Troy Storm, Place Six, Vice Chair |

- A. **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
Chairman Olguin called the meeting to order at 6:30 pm noting that a Quorum was present. Members Robert Schoen and Wayne Brooks were absent.
- B. **Board Members Opening Comments.**
Chairman Olguin recognized Erin Miller as the newly appointed Board Member, Place 5 and welcomed her to the Board.
- C. **Citizen Communications.**
(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections.)
There were no Citizen Communications.
- D. **Consider Financial Report**
a) Review Projected Revenues and Expenditures For Budget Year 2015-2016.
(Aaron Rector, Assistant Finance Director)
Aaron provided the Board with an estimate of proposed Revenues and Expenditures for FY 2015-2016. Aaron noted that revenues from hotel tax funds for FY 2016 were estimated at \$565,000 based on conservative projections This represents an increase of \$65,000 or 13% over FY 2015 revenues.
- Expenditures proposed for FY 2016, based on what has been submitted to date, total \$588,792. At this time contingency funds have not been identified for other expenditures or projects that may be proposed or necessary during the year.
- Aaron also noted that the Board had the responsibility to recommend a “balanced” budget for City Council review. Typically the Board recommends a balanced budget with revenues and expenditures being equal.

No Action Was Taken.

E. Discussion Only – Non-Action

- a) Review Evaluation Matrix For 2015-2016 Projects.
 - i) Project Evaluation Matrix And Guidelines.

Duane Smith noted that copies of the evaluation matrix and guidelines were contained in the Board's packet. These had been discussed at prior meetings and were for use by the Board as a way to determine project appropriateness and funding recommendations. As evaluation documents, these provide the Board an opportunity for project review and consensus. This also provides documentation for future recommendations.

Duane also explained that individual matrices had been prepared for each project and could be completed as part of the next agenda item or taken home and completed by each member.

After discussion, the Board suggested it would be best to review and discuss each of the projects but to complete each matrix and submit to staff for compilation prior to further discussion at the July 28 Regular meeting. At that time funding and budget recommendations could be made. Staff said they would try to meet with the two absent members next week and brief each of them on the meeting.

No Action Was Taken On Item E. a.

- b) Review 2015-2016 Project Applications And Requests, Including:
 - (i) Cheer America: \$15,000.
 - (ii) Austin Steam Train Association: \$50,000.
 - (iii) Cedar Park Center: \$3,000.
 - (iv) Cedar Park Chamber of Commerce: \$15,000.
 - (v) Leander ISD-Rouse HS: \$10,000.
 - (vi) Austin Spurs: \$75,000.
 - (vii) Lone Star Showcase: \$41,000.

Robert Schoen was absent and did not participate in discussions. Erin Miller was recused from agenda items E.b. i, iii, vi, and vii. and did not participate in discussions. (See Attachment A)

The Chair called up each of the proposed projects for discussion, Staff distributed individual application documents, including prior funding history, proposed project expenditures, proposed project budgets and a matrix for each individual project. Duane also reminded the Board that the Chamber of Commerce (item E.b.iv) and Rouse Volleyball (item E.b.v) had not yet made their presentations to the Board but were scheduled to do so at the July 28 meeting.

The Board had general discussion on each project, requesting clarification from staff on appropriateness of the project and funding, amounts requested as the finance report indicated a significant deviation between revenues and expenditures, prior history and value to the community and tourism of each proposed project or event.

- c) Review 2015-2016 Advertising And Marketing Program Funding Requests.
 - i) Rhyme And Reason Marketing Services In The Amount Of \$35,000.

ii) Advertising And Marketing In The Amount Of \$150,000.

Katie Krampitz explained the general aspects of the requests for extending the services of Rhyme and Reason, noting the services that had been provided and that additional opportunities were being proposed for the next budget year which resulted in a small (\$5,000) increase in order to assist with preparation of a questionnaire for distribution which would assist in the preparation of an Economic Impact Analyses for each project.

Katie also noted that the Advertising and Marketing Sub-committee had not yet met to review the proposed Advertising and Marketing campaign for FY 2016. The sub-committee would meet prior to the July 28 Board meeting and additional details would be presented to the Board at that time.

No Action Was Taken On Items E.b or E.c.

F. Staff Closing Comments.

Staff thanked the Board Members for their attendance and participation.

G. Board Members Closing Comments.

The Chair reminded the Board Members to complete and return the project matrices to staff as soon as possible.

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday July 28, 2015 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

H. Adjournment.

There being no further business, the Budget Workshop was adjourned at 8:10 pm.

PASSED AND APPROVED THIS 28th DAY OF JULY 2015.



MATTHEW OLGUIN, Chair

ATTESTED BY:


LISA STAR, Secretary